

**City of Greensboro Planning Department  
Zoning Staff Report  
August 14, 2006 Public Hearing**

*The information provided in this staff report has been included for the purpose of reviewing proposed zoning changes. Since the zoning process does not require a site plan, there may be additional requirements placed on the property through the Technical Review Committee process to address subdivision and development regulations.*

**Item:** M  
**Location:** 2201 Joan Avenue (Southeast quadrant of Joan Avenue and Trull Avenue)

**Applicant:** Joseph McKinney  
**Owner:** Jack's Heavy Equipment LLC

**From:** GO-M  
**To:** CD-LB

- Conditions:**
- 1) Uses: All uses permitted in LB, except Land Clearing and Inert Debris Landfills, Junked Motor Vehicles, Convenience Store (with and without fuel pumps), and any use requiring drive-thru service.
  - 2) Any new building constructed on the property will be substantially brick, stone or masonry.
  - 3) Maximum height of building shall be one story.

SITE INFORMATION	
<b>Maximum Developable Units</b>	N/A
<b>Net Density</b>	N/A
<b>Existing Land Use</b>	Church
<b>Acreage</b>	0.576
<b>Physical Characteristics</b>	<i>Topography:</i> Flat <i>Vegetation:</i> None <i>Other:</i> N/A
<b>Overlay Districts</b>	N/A
<b>Historic District/Resources</b>	N/A
<b>Generalized Future Land Use</b>	Low Residential
<b>Other</b>	N/A

SURROUNDING ZONING AND LAND USE		
<b>Location</b>	<b>Land Use</b>	<b>Zoning</b>
<i>North</i>	LaPetite Academy (childcare facility) / Lawndale Chiropractic Center	GO-M / CD-GO-M
<i>South</i>	Single Family Residential	RS-9
<i>East</i>	Undeveloped	RS-9
<i>West</i>	Undeveloped	RS-9

<b>ZONING HISTORY</b>		
<b>Case #</b>	<b>Year</b>	<b>Request Summary</b>
2411	1994	This property was rezoned from CU-GB to GO-M by the Zoning Commission in September 1994.
2238	1989	A request to rezone this property from Residential 90S to CU-GB was approved by City Council in October 1989 after an appeal of a Zoning Commission denial for commercial zoning of this property. The CU-GB zoning limited use of the property to an auto parts store.
	1984	This property was originally zoned to Residential 90S upon annexation despite the fact that there was an existing auto parts store on the property at the time of annexation.

<b>DIFFERENCES BETWEEN GO-M (EXISTING) AND CD-LB (PROPOSED) ZONING DISTRICTS</b>
<b>GO-M:</b> Primarily intended to accommodate moderate intensity office and institutional uses, moderate density residential uses at a density of 12.0 units per acre or less, and supporting service uses.
<b>CD-LB:</b> Primarily intended to accommodate moderate intensity shopping and services close to residential areas. The district is established to provide locations for businesses which serve nearby neighborhoods. The district is typically located near the intersection of collectors or thoroughfares in areas which are otherwise developed with residences. See Conditions for use limitations and other restrictions.

<b>TRANSPORTATION</b>	
<b>Street Classification</b>	Joan Avenue – Local Street, Trull Street – Local Street.
<b>Site Access</b>	Existing.
<b>Traffic Counts</b>	None available.
<b>Trip Generation</b>	N/A.
<b>Sidewalks</b>	Sidewalks are a requirement of the Development Ordinance. 6' sidewalk with a 4' grass strip is required along both sides of thoroughfares. 5' sidewalk with a 3' grass strip is required along one side (at a minimum, collectors may require sidewalk on both sides) of all other street types.
<b>Transit</b>	Yes.
<b>Traffic Impact Study</b>	Not required per TIS Ordinance.
<b>Street Connectivity</b>	N/A.
<b>Other</b>	N/A.

ENVIRONMENTAL REVIEW	
<b>Water Supply Watershed</b>	Yes, site drains to Greensboro Watershed WS III
<b>Floodplains</b>	N/A
<b>Streams</b>	N/A
<b>Other</b>	Maximum BUA allowed is 70% of site acreage (High Density option). All existing and proposed BUA must drain and be treated by a State approved BMP (pond or similar).

LANDSCAPING REQUIREMENTS	
<b>Location</b>	<b>Required Planting Yard Type and Rate</b>
<i>North</i>	15% of the total site for lots less than 55,000 square feet
<i>South</i>	
<i>East</i>	
<i>West</i>	

## CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

### Connections 2025 Written Policies:

*Reinvestment/Infill Goal:* Promote sound investment in Greensboro's urban areas, including Center City, commercial and industrial areas, and neighborhoods.

*POLICY 4C:* Promote new patterns and intensities of use to increase economic competitiveness and enhance quality of life in urban areas.

*POLICY 5F.2:* Improve design standards for new development to enhance community appearance and sense of place (visual impacts on adjacent neighborhoods).

*POLICY 6A.4:* Implement measures to protect neighborhoods from potential negative impacts of development, redevelopment, and/or public projects that are inconsistent with the neighborhood's livability, architectural or historical character, and reinvestment potential.

### Connections 2025 Map Policies:

*The area requested for rezoning lies within the following map classifications:*

*Low Residential (3-5 d.u./acre):* This category includes the City's predominantly single-family neighborhoods as well as other compatible housing types that can be accommodated within this density range. Although there are some existing residential areas in the City developed on lots greater than 1/3 acre, future residential developments and "conventional" subdivisions should generally maintain a gross density of no less than three dwellings per acre, except where environmental constraints (e.g., the Watershed Critical Area) prevent such densities from being achieved. Compact developments that include clustered, small lots with substantial retained open space are encouraged.

## CONFORMITY WITH OTHER PLANS

*The following aspects of relevant plans may be applicable in this case:*

**City Plans:** The Pisgah Church Road/Lees Chapel Road Corridor Study (June 1996) identified the Lawndale Drive/Pisgah Church Road intersection as a Commercial Node.

**Other Plans:** N/A

## STAFF COMMENTS

**Planning:** When this area was annexed in 1984, it was staff's position that commercial zoning was not the best zoning pattern for the land along Trull Avenue and Martinsville Road. However, in 1989 the City Council approved conditional commercial zoning for this lot which limited the use to an auto parts store. The rezoning was requested based upon the property owner's concern that, if the building was destroyed by fire or some other cause, it could not be rebuilt for that commercial use.

In 1990, the property across Joan Avenue, which currently contains the office of a chiropractor, was rezoned from single family residential to conditional commercial for a beauty salon. At the time of city-wide remapping to implement the UDO, it was classified as CU-GO-M. In 1994 the Zoning Commission approved a rezoning from CU-GO-M to CU-GO-M to change the use to the office of a medical practitioner.

After the auto parts store went out of business, a request to rezone the property to GO-M was approved by the Zoning Commission in 1994. The applicant stated that this request to GO-M was to make it compatible with the surrounding area. Planning staff recommended in favor of that proposal, one reason being that office zoning was preferable to commercial zoning based upon normal traffic generating potentials of office versus commercial. Staff also observed that several other neighboring or nearby properties were also zoned for office uses. At the time, staff also expressed its concern about nonresidential zoning creeping down Martinsville Road and Trull Avenue, especially on a piecemeal basis.

The property where New Garden Nursery is located was rezoned from RS-15 to CU-GB by the Zoning Commission in August 1999.

In April 2000 the Zoning Commission denied a request to rezone a 4.8 acre tract located on the north side of Pisgah Church Road between Martinsville Road and Trull Avenue from RS-9 to CU-GB. This request was for a CVS pharmacy. It included virtually every property in the block except one single family dwelling and the subject property. This denial was appealed and the City Council denied the rezoning request in May 2000. Staff recommended denial of that proposal from a land use compatibility standpoint and based upon a recommendation contained in the Pisgah Church Road/Lees Chapel Road Corridor Study. That study recommended a strict zoning policy between Martinsville Road and Battleground Avenue with zero tolerance for commercial rezonings. Promoting the possibility for strip commercial development between the two streets was a serious concern.

Since this area is classified as Low Residential on the Generalized Future Land Use Map, the applicant is considering the following conditions to help ensure compatibility with surrounding properties:

4. Upon demolition of the existing building and construction of a new building on the property, the following conditions shall apply:

- Interior pedestrian circulation between the principal building(s) and public streets shall be provided through the use of clearly defined walkways.
- Maximum of a single bay of parking shall be permitted between the principal building and street rights-of-way
- Building(s) shall be oriented toward Joan Avenue.
- Freestanding signage shall be limited to monument type signage.

**GDOT:** No additional comments.

**Water Resources:** No additional comments.

### **STAFF RECOMMENDATION**

Based on all the information contained in this report, the Planning Department recommends approval.